



PATENTS
IS/133

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant(s) : Henry C. Yuen et al.
Application No. : 09/444,170 Confirmation No. : 8303
Filed : November 18, 1999
For : SYSTEMS AND METHODS FOR ADVERTISING
TRAFFIC CONTROL AND BILLING
Group Art Unit : 2162

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REVOCATION OF POWER OF ATTORNEY,
NEW POWER OF ATTORNEY BY ASSIGNEE,
CHANGE OF CORRESPONDENCE ADDRESS,
AND CHANGE OF ATTORNEY DOCKET NUMBER

Under the provisions of 37 C.F.R. § 3.71, the undersigned assignee of record, by virtue of an assignment for which a copy thereof is attached, of the entire interest in the above-identified patent application, hereby elects to conduct the prosecution of the above-identified patent application to the exclusion of the applicant(s). The assignee hereby revokes any powers of attorney previously granted and appoints Wes Monroe, Esq., Reg. No. 39,778, Raymond Tabandeh, Esq., Reg. No. 43,945, Josephine Chang,

Esq., Reg. No. 46,083, Eric Chen, Esq., Reg. No. 43,542, Jeffrey H. Ingerman, Esq., Reg. No. 31,069, Joseph M. Giuliano, Esq., Reg. No. 36,539, Richard M. Feustel, Esq., Reg. No. 46,698, Alexander Shvarts, Esq., Reg. No. 47,943, and Peter F. Snell, Reg. No. 52,235, its attorneys and agents with power of substitution, and with power of appointment of associate attorneys, and of revocation of their powers, to prosecute this application and any divisions, continuations in whole or in part, renewals and reissues of the same, and to transact all business in the Patent and Trademark Office connected therewith;

and assignee requests that communications be sent to:

Alexander Shvarts
Fish & Neave
1251 Avenue of the Americas
New York, New York 10020-1105

and that telephone calls be directed to:

Alexander Shvarts
(212) 596-9000

and that the attorney docket number be changed to:

IS/133.

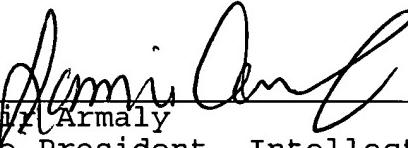
Pursuant 37 C.F.R. § 3.73(b), the undersigned hereby certifies that the evidentiary documents have been reviewed and, to the best of assignee's knowledge and belief, title is in assignee.

Pursuant to 37 C.F.R. § 3.73(b)(2)(i), the undersigned hereby certifies that I am authorized to act on behalf of the assignee.

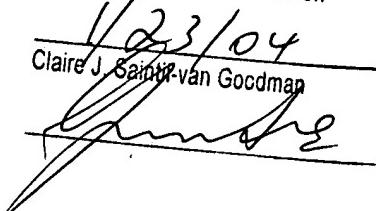
The undersigned hereby declares that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

GEMSTAR DEVELOPMENT CORPORATION
ASSIGNEE

1/16/2004
Date

By: 
Samir Armaly
Vice President, Intellectual
Property & Licensing

I hereby certify that this Correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope Addressed to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450 on

1/23/04
Claire J. Sant-van Goodman


ASSIGNMENT

WHEREAS, WE, HENRY C. YUEN, THOMAS E. WARD, III and DOUGLAS B. MACRAE, residing at Post Office Box 438, Pasadena, California 91102-0438; 60 Cherry Brook Road, Weston, Massachusetts 02493; and 23 Cart Path Road, Weston, Massachusetts 02493, respectively, have invented certain new and useful improvements disclosed in an application for United States Letters Patent entitled **SYSTEMS AND METHODS FOR ADVERTISING TRAFFIC CONTROL AND BILLING**, filed November 18, 1999, Application No. 09/444,170.

AND WHEREAS GEMSTAR DEVELOPMENT CORPORATION, a California corporation, having a place of business at 135 North Los Robles Avenue, Suite 800, Pasadena, California 91101 (hereafter, together with any successors, legal representatives or assigns thereof, called "**ASSIGNEE**") wants to acquire the entire right, title and interest in and to said improvements and application.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to **ASSIGNEE** the entire right, title and interest in and to said improvements, and said application and all divisions and continuations thereof, and all United States Letters Patents which may be granted thereon and all reissues, reexaminations and extensions thereof, and all priority rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) granted for said improvements in any foreign countries; and we hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to **ASSIGNEE** in accordance with the terms of this Assignment;

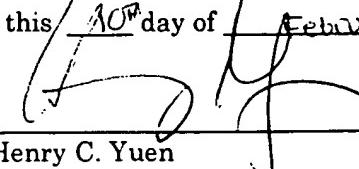
AND WE HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith;

AND WE HEREBY further covenant and agree that we will communicate to **ASSIGNEE** any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid **ASSIGNEE** to obtain and enforce proper patent protection for said improvements in all countries.

ASSIGNMENT
Docket No. 36508/WWM/G207

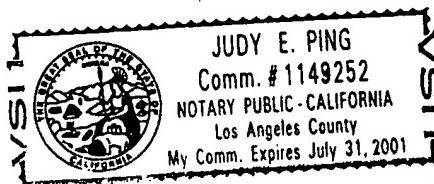
Joint

IN TESTIMONY WHEREOF, I hereunto set my hand this 10th day of February, 2000.

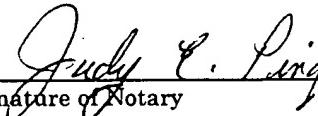

Henry C. Yuen

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)

On February 10, 2000, before me JUDY E. PING, Notary Public,
personally appeared Henry C. Yuen personally known to me (or proved to me on the basis of satisfactory evidence)
to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the
same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf
of which the person acted, executed the instrument.



WITNESS my hand and official seal.



Signature of Notary

IN TESTIMONY WHEREOF, I hereunto set my hand this 27 day of JAN, 2000.

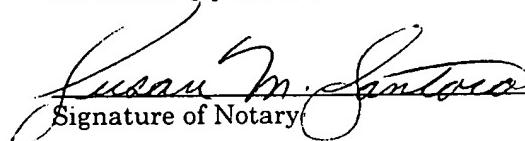


Thomas E. Ward, III

STATE OF MASSACHUSETTS)
COUNTY OF MIDDLESEX)

On JAN. 27, 2000, before me SUSAN M. SANTORO, Notary Public,
personally appeared Thomas E. Ward, III personally known to me (or proved to me on the basis of
satisfactory evidence) to be the person whose name is subscribed to the within instrument and
acknowledged to me that he executed the same in his authorized capacity, and that by his signature on
the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



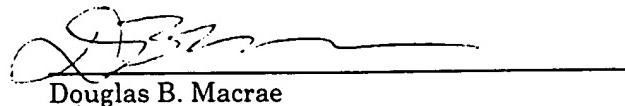
Signature of Notary

*MY COMMISSION EXPIRES
FEBRUARY 11, 2005

ASSIGNMENT
Docket No. 36508/WWM/G207

Joint

IN TESTIMONY WHEREOF, I hereunto set my hand this 27 day of JAN. ²⁰⁰⁰, 19.

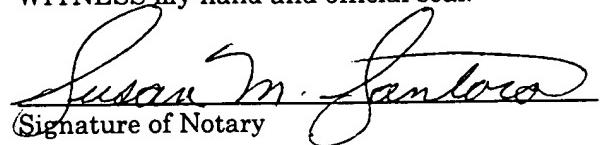


Douglas B. Macrae

STATE OF MASSACHUSETTS)
COUNTY OF MIDDLESEX)

On JAN. 27, 2000, before me SUSAN M. SANTORO, Notary Public, personally appeared Douglas B. Macrae personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



(Signature of Notary)

WWM/amb
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MY COMMISSION EXPIRES
FEBRUARY 11, 2005